

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method comprising:
2 a) accepting ad document information;
3 b) using the ad document information to determine
4 content in addition to content of the ad document; and
5 c) combining at least a portion of content of the ad
6 document and at least a portion of the determined
7 content for presentation to a the user together with
8 page content,
9 wherein the ad document is at least one ad, and
10 wherein the page content is not directly used to
11 determine the determined content.

1 Claim 2 (original): The method of claim 1 wherein the at
2 least one ad is for a product and wherein the determined
3 content is a review for the product.

1 Claim 3 (original): The method of claim 1 wherein the at
2 least one ad is for a service and wherein the determined
3 content is a review for the service.

1 Claim 4 (original): The method of claim 1 wherein the at
2 least one ad is for a product or service and wherein the
3 determined content is a news story about the product or
4 service.

1 Claim 5 (original): The method of claim 1 wherein the
2 determined content is a search query related to the
3 document.

1 Claim 6 (original): The method of claim 1 wherein the
2 determined content is a message from a user group.

1 Claim 7 (currently amended): A method comprising:
2 a) accepting document information;
3 b) using the document information to determine content
4 in addition to content of the document;
5 c) using the determined content, determining further
6 content; and
7 d) combining at least a portion of content of the
8 document, at least a portion of the determined
9 content, and at least a portion of the determined
10 further content for presentation to a the user.

1 Claim 8 (original): The method of claim 7, wherein the
2 determined content is one of (A) a news story, (B) a
3 review, (C) a search query, and (D) a user group message,
4 and
5 wherein the further determined content is at least one
6 ad relevant to the determined content.

1 Claim 9 (currently amended): Apparatus comprising:
2 a) an input for accepting ad document information;
3 b) means for determining content in addition to
4 content of the ad document using the ad document
5 information; and
6 c) means for combining at least a portion of content
7 of the document and at least a portion of the
8 determined content for presentation to a the user
9 together with page content,
10 wherein the ad document is at least one ad, and

11 wherein the page content is not directly used to
12 determine the determined content.

1 Claim 10 (original): The apparatus of claim 9 wherein the
2 at least one ad is for a product and wherein the determined
3 content is a review for the product.

1 Claim 11 (original): The apparatus of claim 9 wherein the
2 at least one ad is for a service and wherein the determined
3 content is a review for the service.

1 Claim 12 (original): The apparatus of claim 9 wherein the
2 at least one ad is for a product or service and wherein the
3 determined content is a news story about the product or
4 service.

1 Claim 13 (original): The apparatus of claim 9 wherein the
2 determined content is a search query related to the
3 document.

1 Claim 14 (original): The apparatus of claim 9 wherein the
2 determined content is a message from a user group.

1 Claim 15 (currently amended): Apparatus comprising:
2 a) an input for accepting document information;
3 b) means for determining content in addition to
4 content of the document using the document
5 information;
6 c) means for determining further content using the
7 determined content; and
8 d) means for combining at least a portion of content
9 of the document, at least a portion of the determined

10 content, and at least a portion of the determined
11 further content for presentation to a the user.

1 Claim 16 (original): The apparatus of claim 15, wherein
2 the determined content is one of (A) a news story, (B) a
3 review, (C) a search query, and (D) a user group message,
4 and

5 wherein the further determined content is at least one
6 ad relevant to the determined content.

1 Claim 17 (new): The method of claim 2, wherein the acts of
2 (b) using the ad document information to determine content
3 in addition to content of the ad document, and (c)
4 combining at least a portion of content of the ad document
5 and at least a portion of the determined content for
6 presentation to a user together with page content, are
7 performed automatically by a machine executing
8 machine-executable instructions.

1 Claim 18 (new): The method of claim 3, wherein the acts of
2 (b) using the ad document information to determine content
3 in addition to content of the ad document, and (c)
4 combining at least a portion of content of the ad document
5 and at least a portion of the determined content for
6 presentation to a user together with page content, are
7 performed automatically by a machine executing
8 machine-executable instructions.

1 Claim 19 (new): The method of claim 4, wherein the acts of
2 (b) using the ad document information to determine content
3 in addition to content of the ad document, and (c)
4 combining at least a portion of content of the ad document

5 and at least a portion of the determined content for
6 presentation to a user together with page content, are
7 performed automatically by a machine executing
8 machine-executable instructions.

1 Claim 20 (new): The method of claim 7, wherein the acts of
2 (b) using the document information to determine content in
3 addition to content of the document, (c) using the
4 determined content, determining further content, and (d)
5 combining at least a portion of content of the document, at
6 least a portion of the determined content, and at least a
7 portion of the determined further content for presentation
8 to a user, are performed automatically by a machine
9 executing machine-executable instructions.